

ABSTRAK

Herintoni Sianturi, NIM: 7192441001. Pengaruh Kontrol Diri, Lingkungan Sosial, dan Gaya Hidup terhadap Perilaku Konsumtif Mahasiswa Prodi Pendidikan Ekonomi Stambuk 2020 Universitas Negeri Medan.

Permasalahan dalam penelitian ini adalah belum optimalnya resiliensi akademik mahasiswa program studi Pendidikan Ekonomi stambuk 2020 Universitas Negeri Medan. Tujuan penelitian ini untuk mengetahui pengaruh lingkungan keluarga dan kemandirian belajar terhadap resiliensi akademik mahasiswa program studi Pendidikan Ekonomi stambuk 2020 Universitas Negeri Medan.

Penelitian ini dilaksanakan di program studi Pendidikan Ekonomi Universitas Negeri Medan. Populasi penelitian ini adalah seluruh mahasiswa program studi Pendidikan Ekonomi stambuk 2020 Universitas Negeri Medan berjumlah 83 orang. Jumlah sampel yang digunakan sebanyak 83 orang menggunakan total sampling. Teknik pengumpulan data berupa kuesioner. Data yang diperoleh dianalisis dengan menggunakan analisis regresi berganda dan pengujian hipotesis dengan menggunakan Uji-t dan Uji-f serta perhitungan koefisien determinasi.

Hasil penelitian menunjukkan bahwa pertama Terdapat pengaruh negatif dan signifikan antara Kontrol Diri terhadap perilaku konsumtif mahasiswa Prodi pendidikan Ekonomi stambuk 2020 Universitas Negeri Medan berdasarkan hasil dari uji t yaitu $t_{hitung} > t_{tabel}$ ($6,278 > 1,990$) dan nilai sig ($0,045 < 0,05$). Kedua, terdapat pengaruh positif dan signifikan antara Lingkungan Sosial terhadap Perilaku Konsumtif Mahasiswa prodi Pendidikan Ekonomi Stambuk 2020 berdasarkan hasil dari uji t yaitu $t_{hitung} > t_{tabel}$ ($4,855 > 1,990$) dan nilai sig ($0,000 < 0,05$). Ketiga, terdapat pengaruh positif dan signifikan antara variabel Gaya Hidup terhadap Perilaku Konsumtif Mahasiswa prodi Pendidikan Ekonomi Stambuk 2020 berdasarkan hasil dari uji t yaitu $t_{hitung} > t_{tabel}$ ($11,904 > 1,990$) dan nilai sig ($0,000 < 0,05$). Keempat, secara simultan terdapat pengaruh yang signifikan antara kontrol diri, lingkungan sosial, dan gaya hidup terhadap perilaku konsumtif berdasarkan uji f $F_{hitung} > F_{tabel}$ ($161,387 > 2,72$) dan perolehan nilai signifikan sebesar ($0,000 < 0,05$). Berdasarkan analisis diperoleh hasil perhitungan koefisien determinasi sebesar 0,860 Hal ini berarti kontribusi yang diberikan oleh Variabel Kontrol Diri, Lingkungan Sosial, dan Gaya Hidup terhadap Perilaku Konsumtif adalah sebesar 86%, sedangkan sisanya 14 %, dipengaruhi oleh variabel lain yang tidak dikaji dalam penelitian ini.

Kata Kunci : Kontrol Diri, Lingkungan Sosial, Gaya Hidup, Perilaku Konsumtif

ABSTRACT

Herintoni Sianturi, NIM: 7192441001. The Influence of Self-Control, Social Environment, and Lifestyle on the Consumptive Behavior of Stambuk Economic Education Study Program Students 2020, Medan State University.

The problem in this research is that the academic resilience of students in the 2020 Stambuk Economic Education study program at Medan State University is not yet optimal. The aim of this research is to determine the influence of the family environment and learning independence on the academic resilience of students in the 2020 Stambuk Economic Education study program at Medan State University.

This research was carried out in the Economic Education study program at Medan State University. The population of this study was all 83 students of the 2020 Stambuk Economic Education study program at Medan State University. The number of samples used was 83 people using total sampling. The data collection technique is in the form of a questionnaire. The data obtained were analyzed using multiple regression analysis and hypothesis testing using the t-test and f-test as well as calculating the coefficient of determination.

The results of the research show that firstly, there is a negative and significant influence between Self-Control on the consumptive behavior of students at the 2020 Stambuk Economics Education Study Program, Medan State University based on the results of the t test, namely $t_{count} > t_{table}$ ($6.278 > 1.990$) and sig value ($0.045 < 0.05$). Second, there is a positive and significant influence between the Social Environment on the Consumptive Behavior of Stambuk 2020 Economic Education Study Program Students based on the results of the t test, namely $t_{count} > t_{table}$ ($4.855 > 1.990$) and sig value ($0.000 < 0.05$). Third, there is a positive and significant influence between the Lifestyle variables on the Consumptive Behavior of Stambuk 2020 Economic Education Study Program Students based on the results of the t test, namely $t_{count} > t_{table}$ ($11.904 > 1.990$) and sig value ($0.000 < 0.05$). Fourth, simultaneously there is a significant influence between self-control, social environment and lifestyle on consumer behavior based on the f test $F_{count} > F_{table}$ ($161.387 > 2.72$) and a significant value of ($0.000 < 0.05$). Based on the analysis, the calculated coefficient of determination was 0.860. This means that the contribution made by the Self-Control, Social Environment and Lifestyle variables to consumer behavior is 86%, while the remaining 14% is influenced by other variables not studied in this research.

Keywords: Self-Control, Social Environment, Lifestyle, Consumptive Behavior